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 30 June 1982 C/OPS
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 EXEC. REG.

MEMORANDUM FOR: Walter Elder
Executive Secretary, NFIB

FROM:
Director, Foreign Broadcast Information Service

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SUBJECT: U.S. Air Force and DIA Comments on DCI Directive

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The following comments are directed to points raised in the Air Force and DIA submissions of 14 June and 22 June 1982 respectively:

1. Definition of Monitoring

The suggested insertion of the term "acquisition" would impinge on State Department responsibilities for press procurement. FBIS' monitoring responsibilities encompass printed as well as broadcast sources. The definition might be clearer if the last phrase were changed to read: "... television, and other means, and scrutiny of material appearing in print media."

2. The FBIS Media Analysis Function

The terms "analyze" and "analysis" do not register any expansion of FBIS' mission. They recognize a specialized media analysis function that has been an integral part of FBIS' reportorial and information services in the common concern since the inception of FBIS in 1941.

The small FBIS Analysis Group reports on themes and trends in foreign--primarily communist--media, distilling politically relevant information on emphasis, shifts of line, audience targeting, and other elements of media content and behavior that are of interest to all-source intelligence producers and policymakers and are not self-evident from the selected translations published in the FBIS Daily Report and JPRS issuances.

The long-established weekly FBIS TRENDS IN COMMUNIST MEDIA examines current media statements in the perspective of past ones, drawing on unique systematic files of media information. FBIS media analysts also draw on these files to respond to requests from CIA Headquarters and overseas components, State Department components from the office of the

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Secretary to embassies around the world, DoD components and installations abroad, as well as the NSC Staff, members and staffs of the Congress, and other Government organizations. The Group also plays a key role in substantive guidance of the worldwide FBIS collection effort, ensuring its responsiveness to the needs of all-source intelligence producers.

3. Coordination

The suggested change of paragraph 3b reflects a misunderstanding of the intent of that paragraph. The intent may be clearer if the wording is changed to read: "Coordinate this function with supplementary monitoring and media translation activities conducted by other components of the Community to meet their individual requirements."

Numerous other components do a certain amount of media monitoring and processing to meet individual needs. The FBIS Consolidated Translation Survey is a prime example of a coordination mechanism designed to minimize redundancy.

4. Intelligence Community Responsibilities

We have no objection to a suitable rewording of paragraphs 4a and b. The wording suggested by Col. Morris seems appropriate.

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